

5.8 (18c)
SEPTEMBER 1942

Reference

CONSUMERS' GUIDE



U. S. A. to U. S. S. R.



Food moves to the front

Billions of pounds of American foods sail the 7 seas to add pounds of strength to America's Allies scattered around the world. That leaves a food job at home

IN HAPPIER, blither days of not so long ago, it was American tourists whom we shipped abroad in great boatloads to buy, with their bulging pocketbooks, the foods that other countries lavished on their guest tables. Americans, unless they wear khaki, aren't traveling much these days, but American foodstuffs have taken up where the tourists left off.

Iowa pork, Wisconsin milk and cheese, Idaho and Maine potatoes, dried beans from Ohio and Michigan, fruit juices from Florida and California—these are America's civilian travelers today.

Their passport is the Lend-Lease Act. Their ports-of-call are dotted all over the world . . . Alexandria, Basra, Bombay, Cape Town, Calcutta, Darwin . . . doorways to vast numbers and little handfuls of people who are fighting on America's side in this war.

SHIPMENTS TO THE UNITED KINGDOM include food for British civilians and for British fighters. Besides this, British soldiers, sailors, and flyers, wherever they may be stationed over the earth, receive some addition to their rations from the foods that the United States dispatches.

Russia, fighting the toughest battles of her life, comes in for a share of Lend-Lease foods. Polish refugees, in camps in Russia, look to the United States for continuing supplies of food. So, too, do Yugoslavian prisoners of war in occupied territory, Polish and Czech patriots fighting the Axis in Libya.

In April, one Turkish ship, by mutual agreement between the United Nations and the Axis, sailed from New York to Greece with a cargo of flour for people who are

near starvation. Without this gift from America, they might not survive.

Imagine yourself a Free Frenchman. For you the war is not yet over. You are now fighting your way through French Guinea, the Sudan, and on up to make junction with British forces. Freetown, on the coast of Sierra Leone, is about the most important city in the world to you. Through Freetown come the foods which enable you to man your guns and tanks. As you line up for mess, you are given army biscuits, dried fruits, milk, canned luncheon meat. The labels on the food containers read "Made in the U. S. A."

Or suppose you are a Russian, a trooper in the Red Army. You are fighting along the Don, but Muscatine County, Iowa, is lending you a hand, for some of the canned meat you eat was grown there. At least some of the eggs which reach you in dried form were laid by cackling hens in Indiana. Part of the flour which goes into the bread that stays your hunger started life as a green sprout of wheat in a Kansas field.

AND SO IT GOES, ALONG THE BATTLE LINES now ringing the earth.

Butler-in-chief to our allies abroad is the United States Department of Agriculture, and more specifically the Agricultural Marketing Administration. Serving in peacetime as an agency to aid the farmer in disposing of his produce at a fair profit, AMA now has as its main task the job of locating, buying, processing, and delivering to the United Nations extra supplies of food to help their peoples win the war.

Just how important this job is stands out in bold relief when we take a look at what has been done so far.

Since March 15, 1941, when the AMA started its expanded buying program, nearly 1½ billion dollars' worth of farm products have been purchased for Lend-Lease shipment. That represents more than 5 billion pounds. Beginning as a slow trickle, this volume has picked up until now it is the greatest food purchase program of all time.

Translate that into American. Suppose these foods were loaded in freight cars, 20 tons to the car. It would fill almost 130,000 such cars, and if you were waiting at the crossing when the train passed, you would do well to pitch a tent and decide to stay a while. At the average freight train speed of 30 miles an hour, it would take 35 hours for the Lend-Lease food to pass the crossing. The train would be 1,042 miles long and would extend from Washington, D. C., to Omaha, Nebraska.

LOOKED AT FROM THE OTHER END . . . THE end where Lend-Lease foods land . . . the great flow shrinks to many trickles, because there are a lot of people and soldiers depending on these foods. In Great Britain it represents about 2 to 4 cents per person per meal. In Russia and other areas it represents a small fraction of a cent per meal per soldier.

No housewife's marketing list, nevertheless, ever showed a greater variety of foods. Though pork, cheese, lard, and dried milk and eggs have been sent abroad in the most spectacular quantities, nearly 300 different kinds of food have been bought by AMA for the United Nations. Salami, bay leaves, chicory root, jams, baking powder, pickles, and pop corn—

[Concluded on page 4]

From Moscow to Cape Town



NERVE CENTER of Soviet Russia's massive armies is Moscow, dominated by the Kremlin, seen from across the river. To Russia's fighting men, to civilian refugees and former Polish prisoners of war, America is sending cereals, soups, milk, meats, oils, dried eggs.



FIGHTERS for the United Nations, escaped from Poland and France, joining the British in Egypt to fight the Libyan campaign, are fortified with vitamin-rich foods from America. This vessel has put in at Port Said, at the northern end of the Suez Canal.



STARK HUNGER, devouring bodies unable to get even bread, was stayed a little in Axis-occupied Greece by a shipload of American flour, sent there by mutual agreement between the United Nations and the Axis. This is the port to Athens.



BRITISH troops in India consume biscuits, salmon, meat, dried fruits, and other foods from America's pantry. Here is Bombay, one of the great cities of this dependency of the British Empire which is home to almost 3 times America's population.



ENOUGH powdered whole milk to make some 2½ million quarts of milk went in June to Malta, beleaguered little island in the Mediterranean. No bigger than our own Martha's Vineyard, Massachusetts, this island harbors 300,000 British subjects.



GATEWAY to the world's richest gold and diamond country is Cape Town. Concentrated foods, essential for fighters on the move, and garnered from American fields and factories, go there to feed defenders of the United Nations.

all these have helped to swell the total of United States aid.

At the top of the list, making up a third of the total Lend-Lease food, stand meat, fish, and fowl. The bulk of this is pork products: canned, cured, and frozen. Over 700 million pounds have been transferred in frozen form.

Second in line, from the quantity standpoint, are dairy and poultry products. Dried eggs, for both commercial and consumer-sized packages, have been shipped in large quantities. On an average, since March 1941, every third pound of cheese, one out of every third can of evaporated milk, and more than every third pound of the dried milk offered for sale in the United States have been destined for shipment to the United Nations. In some recent months, AMA purchases of cheese and dried milk have taken 70 percent of the total U. S. production.

Fruits and vegetables make up a big percentage of Lend-Lease purchases, and high on the list are fats and oils, grain, feeds and seeds. Concentrated orange juice, 1½ million gallons of it, has been shipped. Each gallon of the concentrate makes 9 gallons of reconstituted juice.

WHO RECEIVES ALL THIS FOOD? WHO distributes it? Who decides who should get what?

In England, all classes of the population come in for a share through their stores, through factory canteens, British restaurants, and other public food programs. When ships arrive at United Kingdom ports and the food is unloaded, some may be set aside for the fighting forces on the islands. Sometimes, as part of the British policy of keeping prices from soaring, the food that is sold to civilians is sold for less than it cost the government. Some goods are rationed, some are not. Where foods are rationed, the civilian population receives amounts according to need. A miner or a worker in a heavy industry is entitled to more than an office worker. A growing child gets more of some foods than does an adult.

All requisitions for the foods to go to the U. S. S. R. specify that the food is for the use of the Red Army. The Polish refugees in Russia receive their dehydrated soup, their vitamin tablets, and other supplies through the Polish consular offices in Russia. The American and International Red Cross cooperate to get shipments to the Yugoslav prisoners in Italian

and German concentration camps. Food for the scattered fighters of conquered countries is handled by the British.

Jugoslavs like thick soup. To meet this demand, added ingredients are provided in soups that go to them. The Russians like heavy, solid foods: thick soups, cereals, and meat. Insofar as it is possible, foods are shipped to the different countries to meet their needs and tastes. At the same time, those tastes are changing somewhat as they become more adjusted to American food styles. The meat that Britons are eating includes a larger proportion of pork than they used to get. They are learning how to use the new foods we send them, foods such as dried eggs and dried milk, and concentrated citrus juices.

FIVE BILLION POUNDS OF FOOD, THE TOTAL which AMA has purchased to date, can't sneak out of America's pantry and not be noticed by the folks at home.

The first thing Americans have noticed is that their own food costs more now than it cost before the war. Of course everything else does, too; but one reason for the higher food cost has been the need to pay farmers more money so they could bring more foods into the American pantry. Farmers' costs for labor, materials, and transportation have gone up. Production goals exceeding any they had ever aimed at before have been worked out for farmers, and they have met these goals. In some cases they have gone beyond them.

Another thing Americans have noticed is that supplies of some foods left in the pantry for ourselves are not as large as they were before Lend-Lease foods began moving across the 7 seas. For military and civilian use combined, latest estimate is that the total food supply this year will be slightly larger than in 1941. With a larger share of this total going to military use, civilian supplies as a whole probably will be smaller than in 1941, but some foods will be more plentiful, others less so. When you dip into normal food supplies, that helps to push up prices of the food that remains. And when you have more money to spend, as many Americans now have, that pushes prices up, too.

There are our own fighting men to feed, too, millions of them. The Army and Navy buys for them. Of course, we see that they get A-1 meals. That means that lots of men get more food now than they got before the war. And that dips into supplies for civilians.

These are some of the powerful reasons why ceilings have been put over some food prices.

But even the best nailed-down ceiling prices don't make foods *move* to where they are needed most. It takes something more than that to insure everyone's getting at least a minimum of wholesome meals. We never achieved that in peacetime. Perhaps we won't achieve it in war. But you can't be sure. After all, hard-pressed England has gone farther in wartime than ever in peace to make sure that everyone gets the food that's necessary for health and vigor. Another thing we never did in peace which is even more urgent in war: that is to make sure that shortages, when they occur, are shared by all. That's why sugar is being rationed. That's why we may, in time, find other foods being rationed.

So long as we depend on pocketbooks to ration what foods each person gets, we must give a mind to 3 kinds of civilians. One kind is earning more money now, so higher food prices bother them little, if any, depending on how much their pay envelopes have gone up. To the second kind, earning no more than before the war, and the third kind, who earn even less, higher food costs are a problem.

Even now, in 1942, with everybody pitching in for all they are worth, 18 out of every 100 families have incomes of less than \$1,000. Six years ago, when the Government looked at the kind of meals such families got with their meager money, it found they were pretty bad. They certainly were not the kind that build fighters. Food prices now are 22 percent higher than they were 6 years ago.

WE HAVE THESE PEOPLE TO CARE FOR, as well as our Allies, if we are to do an all-out war job. Right now AMA is spending for direct distribution of foods about \$2 million dollars to provide a little extra to eat to at least 3 of the 8 million people who must depend on public assistance to get by. Some 6 million children through the school lunch program are getting school lunches; another 3 million need Government help to get them. Food Stamps add an extra 2 to 3 cents per person per meal to the food-buying power of some 3 million people. All of these together represent 200 million dollars' worth of aid.

America's pantry problems, as you have gathered by now, are big ones. But if America's will to win through them is as big, she can lick them.



Honors for home-fronters

... what kind shall we give communities, like Barbour County, that put extra punch into their drive for better bodies?

THIS being an election year, we're open for nominations.

Not for election to Congress. No; nor to the city hall, nor the county courthouse.

What we want is somebody to get up right now and nominate a medal, or an award, or a pennant, or a title . . . you know, something that the American people can bestow on a community that does a bang-up job of getting better meals to its own people.

Our soldier boys get honors when they do a better-than-average job of defending us on the firing line.

Our factories get pennants to fly when they do a better-than-average job of turning out the goods to fire on the firing line.

People who work at getting better meals

to more people do a war job, too. The question is: What award should we give the best of them?

What's your feeling about that?

Now take Barbour County, West Virginia, for instance.

They've done a job there that deserves some kind of honorable mention. Of course they haven't licked the total problem of sound, wholesome meals for every last person, but they've made a start. They've wakened people up to wanting the kind of meals that will make them hard as nails.

THE TYGART RIVER FLOWS ACROSS BARBOUR County. Up the river a piece they've built a dam, and below the dam there's a lake people call Tygart Lake. The land

round about is hilly and uneven, but they use much of it for growing things during 130 to 160 days out of the year. The rainfall measures 40 to 55 inches yearly.

It isn't very rich land, though it responds well to lime and fertilizer, and yields good Irish potatoes and winter wheat. They can feed cattle on it, too, dairy and beef cattle. Nearly a quarter of the topsoil has eroded away, but every year the farmers are using better conservation methods to put and keep the soil in good condition.

Some 20 thousand people live in Barbour County. They have 30 active churches. The farmers have been on their land since the 1920's. Barbour County has sent 600 of its young men to World War II.

War has brought more money into the

county, though it hasn't brought any new industries. Two milk condensing plants have opened in adjoining counties, and farmers' incomes have increased as a result. Besides this, many people now ride the busses to Morgantown, 40 miles away, to work in defense plants.

Incomes, even so, aren't what you'd call handsome. The average family, as close as anyone can strike an average, has about \$10 to \$12 a week to live on, and this includes cash plus produce. Some families manage to live on as little as \$5 a week.

Barbour's county seat is Phillippi, where 2,500 people live and the main street is a mile long. There are other towns, too. They're much smaller. One of them is Dartmoor. We'll tell you about Dartmoor later.

THESE ARE THE BONES OF BARBOUR COUNTY. You begin to put flesh on them when you learn about a survey of school children made by county people in 1940. That was pre-Pearl Harbor, but even that early the county was sizing up its home-front job of helping families to toughen up for eventualities.

Barbour made a survey of school children, and this is what they found: 15 out of every 100 school children ate no breakfast. Three percent ate no lunch. More than half got less than the amount of milk that growing children should have. Two-thirds ate no warm food at lunch. Over and over again, children reported that they got no fresh fruits, no fresh vegetables, no whole-grain cereals at any of their meals.

Here was a concrete job: Get better meals to the children. So Barbour organized a school-lunch program. The first year, 6 feeding centers handled lunches for 400 boys and girls. This year, the third, they had 26 feeding centers supplying lunches to 2,000 students. That's one-half of all the children enrolled in the county schools.

School lunches weren't enough, Barbour decided. So when a national nutrition program got under way in 1941, the county decided on an all-out "better eating" campaign. First, they must have a board of strategy. This is the roll call of the board of strategy they chose:

The county superintendent of schools, who was made chairman of the county nutrition committee; the Farm Security Administration home supervisor and farm management supervisor; the chief clerk of the Agricultural Conservation Program; the county home demonstration agent;

the county agent; vocational home economics teachers; the WPA school-lunch supervisor; soil conservationists; vocational agricultural teachers; school art supervisors; the presidents of women's civic and farm clubs, and the Kiwanis clubs.

THIS BOARD OF STRATEGY FIXED ON February 1942 as a month when it would stage an intensive drive for "better eating." Because the schools provide an opening wedge into most of the homes of the county, the teachers were lined up first. In January, a county-wide meeting of teachers was called. The entire campaign was outlined to them. Because teachers should practice what they teach, all 229 of them were asked to "score" the kind of meals they had eaten during the 24 hours just past.

The results were "startling." Scores showed that even teachers had a lot to learn about wholesome eating. If educators had such poor eating habits, the board of strategy asked, what could be expected from the boys and girls? The teachers got the point, and each one, armed with sufficient food-selection score cards for his school, a bulletin-board display showing a "guide for good eating," left the meeting determined to do what he could to improve the eating habits both of himself and of his students.

Such a pulling together on one problem as there was during that February campaign, you never did see! Teachers "scored" their students; the county committee tallied up the scores, sent back

recommendations on how to correct the deficiencies. All the agency workers cooperating through the county nutrition committee took a "refresher course," supervised by the home demonstration agent. Those trained at the course were placed on a speakers' bureau roster. "Canned" speeches were prepared for others. Every kind of meeting that happened during the month had its talk about eating habits.

School papers carried editorials and other articles. Home economics students gave 4-minute speeches in all classrooms of one of the high schools. Art classes made posters. English classes wrote essays. For the best poster and essay from each class, a prize of \$1 in Defense stamps was awarded by the local Kiwanis and women's clubs. On the third Sunday in February every minister talked about the importance of strong bodies in national defense. Merchants gave over their store windows for displays, using posters made by the school children and women's clubs. Restaurants did, too.

THINGS HUMMED EVEN IN DARTMOOR, AND Dartmoor is shackled with more handicaps than are most communities. It once was a mining village, but the mines have been abandoned, leaving the people with no source of income in town. Dartmoor shelters 262 people. They live in shacks that rent for about \$4 a month. The luckiest family can't count on more than \$75 a month to live on. Many struggle along on meager relief allowances.

There is a grade school in Dartmoor, a 3-room building, where 2 teachers put 60

EVEN PLAY comes hard when bodies have had to grow on too little and too wretched food, so the teacher figures out an easy game. In 10 or 15 years, America will need these men and women for hard work. It may be too late then to remedy today's neglect.





SOME skinny bones still stick through, but an every day hot school lunch that is carefully planned to include fresh vegetables and fruits and milk, can make up, in time, for some of the damage done to young bodies by endless breakfasts of bread, gravy, and coffee and equally monotonous suppers of soup beans and potatoes. These Dartmoor children get their well-planned school lunch free.

children through their A B C's. Two of the rooms are used for classes; the third is a kitchen and serving room for lunch. That lunch room got started in the 1940 nutrition campaign. Eighteen students in the 4-H Club have been working like Trojans ever since, learning what good meals are, beguiling their fathers and mothers to school to check their eating habits. These 4-H Club leaders, working with the teachers, now can boast that nearly every child in school can name the "must" foods.

On each school day, a free hot lunch is served. Before the school-lunch program got under way, a child's typical breakfast was bread, gravy, coffee; dinner, soup beans and potatoes. For some children, the school lunch was their only hot meal of the day. In 1940, 41 out of 60 children were more than 9 pounds under weight. In 1941, the average was only 3 pounds below normal. Some of the most handicapped children have been stepped up still more in 1942.

More milk and cod liver oil were 2 things, along with school lunches, that helped to turn the trick. Through public assistance, the Dartmoor school now gets 39 pints of milk daily, plus cod liver oil. Half the milk is given at play period in the morning; half in the afternoon. Both milk and cod liver oil are given free to the children.

Even play used to be a drudgery to many

children. The teachers had to coax and cajole them into games. Now the children join in gaily. They study better. They accomplish more. They are more self-reliant. That's what their teachers say.

THINGS LIKE THIS CAN'T HAPPEN TO children without parents knowing and becoming interested. So when the school announced that February 1942 was "School and Lunch Visitors' Month," it wasn't surprising that many parents came to call. Many mothers now try to plan meals, as they never did before, to fit them in with school lunches. Children take home a copy of the next day's school-lunch menu, so evening meals will not repeat the food eaten at lunch.

With money incomes scarcely big enough to shake a stick at, you can't tell families to go and buy all the leafy, green, and yellow vegetables their children need. That's plain on the face of it. So Dartmoor parents were persuaded that home gardens would be one way around that problem. They started on gardens in 1940.

We don't have the record of Dartmoor's gardens, but the record for the whole county this year shows 7 acres in school community gardens and 466 Victory gardens, covering 2,950 acres. More than 1,900 quarts of green beans for school lunches were canned this summer. As we

go to press, it's too early to know how many other garden products are being preserved for winter use. The county is going to work, too, on getting "penny milk" programs started, with the help of the Agricultural Marketing Administration.

DARTMOOR IS JUST A DOT ON THE MAP, AND you could cover the whole of Barbour County with the tip of your little finger. But when you get up close to it you can see America working, and working at one of the toughest tasks of all: the job of making Americans fit for war and fit for peace. Barbour County doesn't kid itself that a one-month campaign to learn good eating habits transforms every bad eater into a good one. Barbour doesn't fool itself, either, that wanting the right kind of meals guarantees your getting them. There has to be the food there to eat. There has to be the capacity to grow it at home or buy food brought from other places.

That's the story of Barbour County.

We don't wait until the war is won to pin our medals on our heroes. We honor what they do at Pearl Harbor, Wake Island, Coral Sea.

Maybe we can figure out, too, some medal to give to communities like Barbour County for doing a better-than-average job on each engagement along the road to winning sturdy, buoyant health for everybody.

Rent control comes to Milltown

Maybe it's coming to your town, too. Here are the Flahertys to tell you how it strikes them

MR. FLAHERTY had seen lots of important looking papers in his lifetime. One was his kid's birth certificate. The day the doctor had spelled out "William Flaherty, Jr.," he was a bigger man than the mayor of Milltown the morning after election. There was his marriage certificate. Kate, his wife, had put that away somewhere. His high-school diploma hung over there on the wall; not that he was so stuck up about it now, but he still skipped a beat each time he remembered how he had almost missed getting that piece of paper.

But here was something new.

It arrived in the morning mail. It must be important, because it came from the United States Government and it had so much printing on it. In green ink, too.

He turned the paper over, and read first the printing on the back side.

"This is a copy of the registration statement for the dwelling unit you occupy, as submitted by your landlord," it said.

U-M-M-M, **MR. FLAHERTY** SAID TO HIMSELF, his landlord now had to tell the United States Government the rent he was charging. Never heard of anybody doing that before.

Mr. Flaherty was touchy about this rent business. He wasn't earning any more money than he earned a year ago, but the landlord had raised the rent once and had told him he might have to do it soon again. Things were crowded in Milltown since the factory went on a 24-hour stretch. There weren't enough houses to go around. Mr. Flaherty knew that, and he'd listened for hours, it seemed, to the landlord talking about things being worth so much more now that there weren't enough to go around. It didn't exactly make sense.

Maybe there was some kind of new law to make sense out of a situation like this that had hit Milltown.

He read on.

"Unless otherwise notified by the Rent Director, you shall not pay more than the maximum legal rent as stated in section C,

item 7, marked by an arrow (→) regardless of any lease or other agreement."

He looked for section C, item 7, marked by an arrow (→) and found it on the other side of the paper.

\$35, it said.

Must be something wrong there, because he was paying \$40 a month. But maybe he was wrong.

Down in the corner of the green printing he found a "Warning."

"Warning," it said, "The rent for this dwelling unit on and after July 1, 1942, can be no more than the maximum legal rent entered in section C, item 7." And there was his landlord's own signature on the dotted line.

The Government had certainly made up its mind, all right, and Mr. Witherow, the landlord, agreed, so it must be true that \$35 a month was all he had to pay.

WAIT TILL KATE HEARS OF THIS! HE KNEW Kate was in the kitchen right now but he didn't want to call her until he was sure he could explain everything to her.

So he read on.

"You are entitled to and should be receiving the equipment and services reported as included in the rent in section D.

"If you disagree with any of the statements on the other side, list your objections below and return this copy to the local area rent office within 15 days . . ."

I am entitled . . . If I disagree . . . Write to the Government . . . !

There it was, printed in green ink on a piece of paper mailed to him by the Government itself—"Office of Price Administration," it said.

Well, now, Mr. Flaherty hemmed to himself, here IS something.

He could wait no longer. He called to his wife. Kate, coming from the kitchen, rubbed the flour from her hands onto her apron, nudged her spectacles down her forehead to the bridge of her nose, and started peering over William's shoulder at the paper he was holding.

Read this, he said.

Kate read, but before she could figure out all the green printing, William stopped her with questions and waved the paper in the air so she couldn't read.

Don't you get it, Kate? Don't you see? That's the United States Government there, telling us we don't have to pay more than \$35 a month.

MRS. FLAHERTY WASN'T SURE SHE DID GET IT.

It's the United States Government, William repeated, and it's got its 2 hands on our rent bill, and from the printing there you'd think it'd never let go either.

Kate told him to stop this hifalutin talk and talk sense.

William said he was talking sense. They were paying \$40 a month for this place, now weren't they?

Yes, it had been \$40 for the past 2 months. That's when the landlord raised the rent.

And what did they pay in April 1941?

\$35 a month, Kate said.

Well, the rent they paid on April 1, 1941, was what the Government said was the maximum rent. So that's all they'd have to pay so long as they stayed in this house and so long as the landlord didn't make a lot of changes in the house.

Kate said she'd like to hear from the landlord first before she'd believe that.

But the Government says our rent's \$35, and the landlord's signed the paper, William said. He pointed to Mr. Witherow's signature on the very bottom line of the paper.

Kate was still unbelieving.

She reminded William they had a new lease with the landlord. Signed it only 2 months before. The new lease said \$40 was their rent, and William himself signed



the lease. He wouldn't go back on his own word like that, would he?

It wouldn't be going back on his word, William insisted, and she needn't talk like he was a criminal on his way to the electric chair. Look right here in this Government notice: "Any agreement by you to give up the benefit of any provision of the maximum rent regulation is void." If he knew plain American, that meant it didn't matter what their lease said about the rent. Just didn't count any more.

But why did the Government say that the rent on April 1, 1941, was all they had to pay? Kate wanted to know.

MR. FLAHERTY WASN'T RIGHTLY SURE, BUT the way he figured it must have something to do with how the town was crowding up. When the mills brought in a lot of new workers, houses got scarce and rents began to jump. They'd been lucky their rent hadn't gone up sooner than it did.

And then he'd been reading in the paper . . . Kate must have seen it herself . . . how the Government said it was going to do something to keep prices from going up. It was doing things right now. Didn't Kate remember about ceiling prices? That was one thing. Now this fixing maximum rents was another thing.

Clamping down, that was what the Government was doing, clamping down on the prices of everything. And that was right, too, else where would they all end up? Landlords, grocers, department stores, and everybody. Mr. Witherow had raised the rent \$5 already, and he said he'd have to raise it some more, and maybe some more after that, things being worth more all the time. Now here was a law that was putting a stop to things being worth so much more that nobody could buy them without going flat busted.

Kate thought it was nice the Government gave them that piece of paper telling them what rent they had to pay. That made it sort of official.

Sort of official? William exploded. It IS official. The landlord signed it. The United States Government approved it. And here it is, documentary, right in our hands.

Kate pulled a chair up to the living-room table and sat down. She asked William to hand her the paper. Anything as valuable as this, she wanted to touch.

Half to herself, and half to William, she said he must be right. She'd never seen anything like it before. With the paper in

her hands now, she started to read it more carefully.

"You are entitled to and should be receiving," it said, "the equipment and services reported as included in the rent in section D."

She looked at the list of equipment and the list of services which the landlord said he was giving them.

He said he supplied running water. That was right, and a flush toilet, bathroom, heating stove, electric wiring, and a cooking stove. No question about those things. The landlord supplied all of them, and all of them were in good repair.

What he said about services looked all right, too: cold water, exterior repairs . . .

Kate stopped at that last service, exterior repairs.

How about that, William? she said. Is that right? What about that leak in the roof over the kitchen?

Mr. Witherow had said he'd fix it for them. That was 2 months ago, when they signed their last lease, but it wasn't fixed yet.

Mending a leaking roof was mighty like an "exterior repair," William granted, and the landlord *had* promised to attend to it.

MAYBE THEY SHOULD WRITE TO THE Government, he said, and the Government would take it up with the landlord.

What if Mr. Witherow got mad at them taking up things with the Government? Wouldn't he put them out? That'd be more than she could stand.

William said not to get her dander up. Putting them out was against the law, too, and he showed Kate where it said on the paper, "You may not be evicted for refusal to pay more than the maximum legal rent or for complaint or any other action which is authorized under the maximum rent regulation." Here was a service the landlord said he was giving, but he wasn't. Just to keep the facts straight, William thought they should report it. Besides he was sure it wasn't a good thing either for the landlord or for them to let that roof go like that.

But suppose the landlord said, what with the war making things scarce, he couldn't find the help or the materials for fixing the roof. Where would they be then? Kate asked.

William didn't know. That was something they should put up to the Government.

Mr. Flaherty's talk about "the Govern-

ment" all the time got Kate to thinking. What did he mean? Somebody in Washington? Somebody they voted for? It was their Government, sure. But their Government was made up of people, and who was the person who decided that their April 1, 1941, rent was the maximum legal rent? Who was the person who would decide now about their roof? They couldn't go on, just talking about "the Government." Maybe that was the way people in other countries had to talk, but here in America it was the Flahertys' business to know who was carrying out laws. And it was the Flahertys' business to know who was not carrying out laws.

William knew Kate was right. She often was.

As she talked, he thought of young Bill, over there in Ireland, a sergeant already, lining up for the big works. It would be a sorry business, now wouldn't it, to have young Bill fighting, 3,000 miles away for something they didn't give a mind to, and they sitting comfortably at home.

THE TROUBLE WAS, WILLIAM DIDN'T KNOW the answer to Kate's questions.

Where was the local area rent office? William didn't know, and the paper didn't say. Who was running the local area rent office? Again, William didn't know. He felt a little ashamed that Kate had caught him not knowing all these things. They were important, too.

I'll tell you what I'll do, Kate, he said. I'll find all the answers to all questions you or anybody else can ever figure up, and I'll come back and tell them all to you.

Kate tossed a smile to William from across the table. She got up, walked around to his side, placed the paper in front of him, and then patted him on the shoulder.

It's all right, William, if you don't get all the answers, she said, just so long as you give our regards to the Government man. Tell him, if he does his job, the Flahertys are for him. But mind, we're going to hold him to it.



Facts the Flahertys learned

1. What United States Government office is responsible for controlling rents in wartime?

The Office of Price Administration (OPA), Washington, D. C. This office has the power to define defense-rental areas, and within these areas to control rents for all kinds of living quarters.

2. Who gave OPA the power to control rents?

The Congress, in passing the Emergency Price Control Act of 1942.

3. Who directs the Office of Price Administration?

An Administrator, appointed by the President and approved by the Senate.

4. What is a defense-rental area?

Any community or group of communities named by the Administrator of OPA where pressure of war work has increased, or threatens to increase, rents charged for living quarters.

5. How many defense-rental areas has OPA defined?

Up to August 15, 1942, 396 areas, housing more than 90 million people.

6. Is OPA now controlling rents in all these areas?

Not yet. On June 1, 1942, it issued rent orders in 20 defense-rental areas. On July 1, it put another 55 areas under control; on August 1, another 21 areas, and on September 1, another 38 areas. If you want to know whether rents are controlled in your community, call your City Hall, or newspapers, or your local War Price and Rationing Board.

7. When will OPA bring rent control to all the other areas?

This is a big organization job. OPA says "... where the movement of rentals would justify immediate legal control ... it will be the objective of OPA to make the maximum rent regulation effective in these additional areas as rapidly as our administrative and financial resources permit."

8. In a defense-rental area where rents are controlled, who is responsible for seeing that they stay controlled?

The Area Rent Director. If you don't know who your Area Rent Director is, call your City Hall, or your local newspaper.

9. Who appoints the Area Rent Director?

The Administrator of the OPA.

10. Who decides the maximum rent date at which rents are frozen?

The Administrator of OPA, who gives consideration to advice on housing conditions from local people.

11. Are maximum rent dates the same for all defense-rental areas?

No, they vary according to local conditions. The principle that OPA works on is that rents should stay at or go back to where they were before war work started pushing rents up unreasonably. Maximum rent dates so far have been set at sometime during 1941 or early 1942.

12. Just what do you mean by maximum rent?

That's the most you are required to pay for the place you rent. It's fixed, in most cases, at the rate you paid on the maximum rent date, unless the Area Rent Director has approved a higher rate, which he may do if, for instance, your landlord has made some major capital improvement in the property.

13. What is a major capital improvement?

If the landlord has added a bedroom by finishing off an unfinished attic, or installed a new bathroom; if he has installed electrical wiring; if he's added a sun porch, he has made a major capital improvement, and the Area Rent Director may approve a higher rent to be charged you. On the other hand, if your landlord has painted the kitchen, papered the living room, repaired the roof, he is not justified in asking for a higher rent, because these are services that are customarily expected from landlords.

14. Then is it true, if my landlord has not made any major capital improvement, the rent I must pay now should not be greater than the rent I paid on the maximum rent date?

Yes, with a few exceptions. However, your landlord can petition the Area Rent Director to increase your rent if he is now giving you much more service, for instance. Or if the rent he charged you on the maximum date was a special seasonal price, or if he made a special price to relatives who occupied the property on the maximum date.

15. What kind of living quarters do maximum rents apply to?

All living quarters: houses, apartments, flats, tenements, rooms, hotels, fraternity houses, boarding houses, auto camps, trailers, Government housing projects, with some exceptions including: (1) OPA does not control rents charged for a house or a room on a farm which is occupied by a tenant who spends a substantial part of his time working on that farm; (2) OPA does not control the value of living space occupied by janitors, domestic servants, managers, or caretakers when the living space is provided as part of the pay of such people.

16. Do maximum rents apply to newly built places?

Yes, as soon as a place is ready to be occupied, the landlord must get the approval of the Area Rent Director for the rent he proposes to charge, at least 15 days before renting the place.

17. If you are willing to pay more than the maximum rent, is it okay to do so?

No. If the landlord accepts a higher rental he runs the risk of a \$5,000 fine or one year imprisonment, or both.

18. Suppose you are now paying more than the maximum rent?

Stop it. Pay only the amount shown as your maximum rent on the green-printed form which the Area Rent Director will mail you, if you rent a house or apartment. If you live in a hotel or rooming house, the maximum rent must be posted in all rooms.

19. What if you move to a new place?

Ask the landlord to show you his official statement showing the maximum rent for the place. He is required to get your signature on this statement, showing that you have seen it and agreed to what it says.

20. What are these official statements?

Within 45 days of the date when rent control begins in an area, every landlord must register his rental property. He fills out a form in triplicate (if he rents houses and apartments), or in duplicate (if he rents rooms). He states on this form what rent he charged on the maximum rent date, and what equipment and services he provided for that rent. If he has improved



LANDLORDS are not justified, when rent ceilings have been fixed, to ask for an increase when they make ordinary repairs like mending leaks, papering or painting.



A NEW BATHROOM is the kind of improvement which might justify a rent increase. First, the landlord must get permission from the Rent Director to charge more.



IF YOU PAY your rent and do not abuse the property you occupy, your landlord may not evict you for any complaint you make to your Rent Director.

the property since, he notes that. The Area Rent Director holds the blue-printed copy in his office, mails the red-printed one to the landlord, and the green-printed one to the tenant. (Tenants of rooms in hotels and rooming houses do not get copies.)

21. Suppose you don't agree with statements the landlord has made about the rent you paid or the equipment and services you are getting?

Write out your disagreement on your green-printed form and mail it back to the Area Rent Director, who must straighten the matter out.

23. What if your landlord, unable now to raise the rents, cuts off some of the services or removes some of the equipment he has been providing?

Then you should appeal to your Area Rent Director.

24. Can he start charging for any service or equipment which he has been including in your rent?

No, he cannot.

25. Suppose the landlord cannot obtain the necessary materials or help to maintain services and equipment as he is supposed to?

Then the Area Rent Director may reduce the rent to make allowance for the reduced service or equipment.

26. May your landlord evict you because you make complaints to the Area Rent Director? Absolutely not.

27. May your landlord evict you by court action notifying the Area Rent Director?

He must notify the Director before he attempts to evict you in all cases except for non-payment of the maximum rent.

28. When your lease expires, may your landlord put you out then?

Not on those grounds alone for the ordinary tenant. However, if your landlord wants to, he may require you to renew your lease at the same rent and for the same term as your expired lease, or for one year, whichever is shorter.

29. Are there any grounds on which your landlord may evict you?

Yes. Here are the important ones:

- (a) When you fail to pay him the maximum rent.
- (b) When you maintain a nuisance.
- (c) When you have a written lease and refuse to renew it.
- (d) When you refuse the landlord access to your place, although your lease requires you to.
- (e) When your landlord, in good faith, wants to occupy personally or to sell the premises to somebody who is going to occupy them personally.
- (f) When he wants to remodel or alter the property and can't do it while you're in it.

30. Can you require your landlord to give you a receipt for the rent you pay?

Yes, and if he refuses, you are not obliged to pay the rent until he does.

31. What if your landlord has agreed to maintain the property in good condition, and doesn't live up to his agreement?

Then ask the Area Rent Director to reduce your rent.

32. What can you do to help your Area Rent Director on his job of keeping rents from rising?

- (1) Organize rent advisory committees in your block, unions, clubs, cooperatives, churches, or other groups. Encourage that committee to become expert on rent control. Use the committee as a clearing house for the problems of your group. Let the best-informed member present unsolved problems to the Area Rent Director.
- (2) When your Area Rent Director makes decisions you do not agree with, let him know; when he solves difficult problems to your satisfaction, let him know that, too. Remember, he is a public officer, responsible to every citizen, whether landlord or tenant, whether rich or poor.

PHOTOGRAPHS in this issue: Cover, Sov-fotos; pp. 2 & 3, Ewing Galloway; pp. 4, 5, 6, Ruth D. Noer, Morgantown, W. Va.; p. 13, National Housing Agency, Rural Electrification Administration, Farm Security Administration; p. 15, Consumers' Guide.

Is your medicine chest ready for emergencies?



It should include these items

Mild tincture of iodine—1 oz. (2 percent).

Rubbing alcohol—1 pint, 70 percent, either ethyl (grain) or isopropyl alcohol.

Bicarbonate of soda— $\frac{1}{2}$ or 1-lb. box (baking soda, as sold in groceries, is the same).

Boric acid powder—4 oz. box.

Aromatic spirits of ammonia—1 oz. bottle.

Mineral oil or milk of magnesia—1 pint.

Petrolatum jelly—1 tube or jar.

Scissors; tweezers.

First Aid dressings:

1 box band aids.

Adhesive tape, 2 inches wide (may be cut for all purposes).

Absorbent cotton—4 oz.

Gauze bandage, 1 and 2 inches wide.

Gauze pads, 3 inches x 3 inches.

2 triangular bandages, 36 or 40 inches wide, of clean, strong cloth.

Until the Doctor Comes, by James A. Dolce. Issued by the Division of Sanitary Reports and Statistics, U. S. Public Health Service. Miscellaneous Publication No. 21; 1941; pp. 60. Address: Superintendent of Documents, Washington, D. C. Single copies, 15 cents. This booklet deserves a place in your medicine chest. It contains simple emergency measures to be taken before the doctor comes.

Buy only what you need

Don't pay fancy prices for standard products. All preparations on the list above are standard, and must conform to U. S. Pharmacopeia (U.S.P.) requirements. If the brand you buy does not conform, it must, by law, say so on the label.

Buy aromatic spirits of ammonia only in small quantities, because it loses its

strength quickly. Buy a fresh supply of iodine every year; as iodine gets older it gets stronger.

Keep medicines in their own bottles, tightly corked, clearly labeled. Read and follow directions and warnings on labels.

Keep them out of the reach of children.

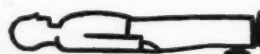
Keep First Aid dressings in original package until used, to safeguard sterility.

Clean medicine chest frequently; keep it down to minimum essentials.

Don't give old medicines, prescribed for one person, to another, even though the second person may have similar symptoms.

Here's what to do in emergencies

Shock



When this condition follows an accident or injury, the patient's face becomes grayish, the skin cold and clammy, the expression dull. Keep the patient warm with blankets, hot-water bottles, or hot bricks, being careful not to burn him. Place patient on his back, with head low. Remove from mouth any false teeth, gum, or tobacco, lest they choke the patient. Aromatic spirits of ammonia (1 teaspoonful to a half glass of water), hot coffee, or hot tea may be given to a conscious patient in shock. Do not give unconscious patients liquids by mouth. Smelling salts may be held under the nose. Do not give a stimulant until all bleeding has been checked.

Wounds



First-aid treatment consists of stopping bleeding and preventing germs from entering the wound. Cover all wounds promptly with some sterile material. Don't use absorbent cotton, as this sticks to the wound and is difficult to remove. If sterile bandages are not available, expose the wound to the air and fasten back clothing, so it will not rub against or over the wound.

Wounds with Severe Bleeding. Place a sterile pad of gauze on the wound and apply pressure by means of bandaging or adhesive strapping. Hand pressure applied to the bandage directly over the wound may be necessary to control the bleeding. Only when bleeding cannot otherwise be checked, should a tourniquet be used.

Infected Wounds. When a wound becomes painful and begins to throb, or when red streaks are seen running away from the wound, the doctor should be called at once.

Cuts and Scratches. Paint the wound and about one inch of surrounding skin with tincture of iodine. One application is enough. Too much iodine will burn the tissues and delay healing. Be careful not to disturb blood clots, because this will start bleeding again. Never bandage till iodine is dry, as it might cause blistering. Never use iodine on a burn, a large skinned surface, nor on a large open wound. Never use adhesive tape directly over an application of iodine. Don't use it near the eyes or body cavities. Keep bottle tightly stoppered, or the alcohol in the solution will evaporate, and the iodine become too strong.

Sprains. Place joint in its most comfortable position, and raise above body. Apply cold cloths. Bandage snugly to prevent motion, but loosen bandage if swelling occurs. For strains, rest the injured part, and massage lightly.

Bruises. Apply cloths wrung out in cold water.



Aches

Earache. Pain can often be relieved by applying either an ice bag or a hot water bottle. Cold will probably give relief in more cases than will heat. If the earache persists, even for a short time, call a doctor.

Toothache. Apply heat or cold on the outside of the jaw, and continue the treatment that brings greater relief. See your dentist as soon as possible.

Constipation. Your best laxative is a well-balanced diet. Take no laxative often without doctor's orders. Milk of magnesia or mineral oil are satisfactory as mild laxatives.

Indigestion. For relief in mild cases of indigestion, mix a spoonful of baking soda in a glass of water, and drink it when it foams up. But don't make a habit of it.



Burns

Make a paste of baking soda and water to use as a soothing spread on slight burns. Keep paste moistened as long as burn is painful. For extensive burns, soak gauze or clean cloth in luke-warm baking soda solution (2 or 3 heaping tablespoons to a quart of boiled water), and apply to burn. A compress dipped in a warm solution of strong tea is also helpful. Caution: Don't use iodine or cotton. Don't use grease or oil on a serious burn, where skin is blistered or charred. Don't pull clothing away from a burn; cut it, and leave the stuck pieces for the doctor to handle.

Sunburn. Treat like any other burn. Extensive sunburn may be very serious. To prevent and relieve it, the simplest treatment is petrolatum jelly, applied before and after exposure.

Sunstroke and heatstroke. Remove patient to a cool or shady place. Loosen or remove clothing. Apply cold cloths, ice bag, etc., to head, neck, chest, and armpits. When patient regains consciousness, allow him to sip cooling, non-stimulating drinks.

Heat exhaustion. If skin is cool and pulse is rapid and weak, cover body with blankets and put hot-water bottles to the feet. Rub surface of body to restore circulation. Heat exhaustion occurs in persons working in enclosed places, such as boiler rooms, where heat and humidity are high. To prevent heat exhaustion, common table salt in tablet form or in solution is helpful in replacing salt lost by excessive sweating.

Common emergencies



Insect stings. The stings of bees, wasps, mosquitoes, and hornets are painful and sometimes quite poisonous. Scratching frequently causes infection. Apply cracked ice or cold cloths wrung out in boric acid solution when there is much swelling and pain.

Poison ivy. Wash exposed areas with soap and water, making a thick lather. Then wash with rubbing alcohol. Baking soda made into a thick paste is also good. In severe cases, call the doctor. Here's a lotion suggested by the U. S. Public Health Service, to protect you from poison ivy. Mix one part of sodium perborate to 9 parts of vanishing cream. Cover exposed parts of the body with the mixture before going out.

Dog bite. Wash wound with running water to remove saliva. Paint with iodine, let it dry, and bandage. Always consult a doctor as soon as possible for there is always danger of rabies.

Splinters. If they cannot be removed with tweezers, use a needle that has been sterilized by passing it once or twice through a flame, and then allowed to cool. After removal of the splinter, apply iodine to the wound and surrounding area of skin.

Foreign bodies in the eye. Flush the eye with a boric acid solution (a rounded teaspoonful of boric acid powder to one pint of water that has been boiled and cooled). Gently spread the lids and flush the eye thoroughly. Chemicals in the eyes, including lime, plaster, cement, and acids, should be washed out thoroughly with great quantities of plain water immediately, before the doctor comes. A few drops of mineral oil will soothe the eye, after it has been cleaned. If you fail to remove foreign body, see a doctor.

Nosebleed. Have patient sit with head thrown slightly back, breathing through mouth. Apply cold, wet compress over nose.

Poisoning. When poison has been swallowed, give the antidote for the poison, if it is known and available. Most products containing poison have the antidote printed on the label. If this is not available, white of eggs, milk, or strong tea may be given. They are harmless, and counteract a number of common poisons. Get the poison out of the stomach as quickly as possible. Make the patient vomit by tickling the back of the throat with the forefinger, or by giving an emetic to produce vomiting. Lukewarm water mixed with mustard or common salt is good. Stir a heaping teaspoonful of mustard or salt in a glass of water, and have the patient drink it, repeating the dose every 10 minutes until vomiting occurs. If the patient's pulse becomes rapid and weak, give him hot coffee or aromatic spirits of ammonia.

How many times have you been stung?

... because you couldn't spot quality in beef? Official Government quality grades are your best safeguard against blind buying

YOUR JOHNNY is leaving for camp tomorrow, say. Tonight you'd like to feed him up right. It's his last dinner at home, and you want to give him something to remember.

You know there's nothing Johnny likes better in the way of food than a juicy, succulent, caressing morsel of meat.

Okay, you buy a beefsteak. You pay fancy money for it. You broil it slowly, just the way the home economists tell you, to keep it tender.

Johnny puts your best steel knife to it, that wedding silver of yours that you keep in such fine condition. He saws. Then he chews. Saws. And chews.

Johnny tells you how good it is, because he's that way about anything you cook for him. But you know what Johnny's thinking. Johnny knows what you're thinking.

But what *are* you thinking?

MAYBE YOU DON'T HAVE A JOHNNY, GOING off to camp, but you're a thrifty buyer. You never go to market without first reading the ads to get a line on prices.

Grocery X advertises beefsteaks at 43 cents a pound. Grocery Y advertises beefsteaks at 51 cents a pound. Both are cash-and-carry stores. Both are fairly convenient to your home. You decide you'll buy Grocery X's beefsteak. But how do you know that its 43-cent steak is the same as Grocery Y's? If it isn't the same, then how do you know you are saving money?

JUST WHAT IS A BEEFSTEAK?

Well, you know it's a piece of meat that comes from an animal of the genus *Bos*. (We had to look that up in the dictionary, too.) You know it comes from a steer or a cow. You know it's a cut from the hind quarter of the animal. You know it's got some fat around it and maybe some in it. You know it's something you like

when it's good, and something you get mad at when you've paid a lot of money for it and then have to work your jaws overtime on it. You know it sells for a half dozen different prices, right in your own city.

How can the same thing sell for such different prices? How can the same thing please you and enrage you?

Obviously, it can't.

There must be a difference somewhere.

There *is* a difference between one steak and another. The man who grows the beef knows it and expects to be paid for his animal accordingly. The man who slaughters the beef knows it, and expects less money for poor quality and more money for good quality. So does the butcher who sells you the beef. And so do you.

But how, before you buy, can you guard against spending dollars for something that should have been dished up in a stew, not dressed up as a dandy?

WE DON'T HAVE THE WHOLE ANSWER TO that, any more than we can tell you how many battles will be fought before the war is won. But we have one answer.

When the United States Government buys beef for its Allies under Lend-Lease, it doesn't guess about the quality of the beef it's getting. No more than it guesses about the quality of the aluminum that goes into the plane your Johnny is going to fly.

The Government specifies the quality of meat it wants. It orders so many pounds of this quality, and so many pounds of that. Just to make sure that the beef it buys from Packer X rates the same as the beef it buys from Packer Y, it draws up standards of quality to apply to both. It does more than this. It supplies trained experts, employees of the U. S. Department of Agriculture's Agricultural Marketing Administration, to grade the beef according

to these standards. It goes still further. It requires packers to have all beef supplied to the Government stamped to show its quality. That's how the Government buys.

AND SO DO SOME OTHER CONSUMERS, FAMILIES, like yours.

This year about 25 pounds of every 100 pounds of beef sold in your butcher shops, if it comes from Federally inspected slaughtered beef, will carry on it the official grading stamp of the Agricultural Marketing Administration.

Under AMA beef grading, there are 5 quality marks. From top down, they are: U. S. PRIME, U. S. CHOICE, U. S. GOOD, U. S. COMMERCIAL, U. S. UTILITY.

Very little U. S. PRIME or U. S. CHOICE reaches consumer markets, because relatively little of it is produced. Top quality grade in most stores is U. S. GOOD, although actually it is third grade according to the Government scale and according to the price farmers receive. Call U. S. GOOD grade the top grade of beef with some of the cream skimmed off and you have a good working idea of what it is.

These quality grades are easy to spot in stores that sell Government graded beef. The reason is this: When a beef carcass is officially graded by the Government, the grader runs a "ribbon stamp" down the length of the carcass, so that every piece of meat cut from that carcass will show the grade.

Of course, grading costs money, but even when the cost of Government grading is passed on to you, it should not come to more than a tiny fraction of a cent per pound.

No Federal Government order requires any farmer, any packer, wholesaler, or butcher to have his beef graded and stamped with these symbols by the Gov-



When you see a U. S. stamp on retail beef cuts

1. Grade stamp is placed on meat by an official U. S. Department of Agriculture grader.
2. Grade stamp is repeated over and over again, down the length of the carcass so that it will appear on each retail cut.
3. Quality grades, from top to bottom, are:
U. S. PRIME
U. S. CHOICE
U. S. GOOD
U. S. COMMERCIAL
U. S. UTILITY
4. Grading of meat is done by official U. S. D. A. graders.
5. Use of this grading system is voluntary.

When you see AA, A, B, C, on wholesale beef cuts

1. Grade stamp is placed on meat by the packer.
2. Grade stamp is required to appear only once on each wholesale cut.
3. Equivalent quality grades are:
AA
AA
A
B
C
4. Grading of meat is done by packer.
5. Use of this grading system for wholesale only is required by Office of Price Administration.

ernment before he sells it to consumers. This is a voluntary service to use or not use as the trade and consumers demand.

GOVERNMENT NOW IS WORKING NIGHTS, trying to hold down the cost of living during wartime, and one of its orders makes partial use of the Federal system of meat grading. This is an order from the Office of Price Administration to wholesalers and packers of beef. It requires them to grade all beef according to AMA grade specifications and to stamp at least once on each wholesale cut a grade mark—AA, A, B, or C. (In a box on this page, we explain the relation of these marks to the labels on Government graded beef.)

The reason behind such an order as this is easy to understand: OPA has put ceilings over wholesale beef prices, and OPA knows that ceiling prices don't mean much unless everyone understands exactly what quality of product they refer to. That's why beef, as it is sold to your butcher, must now come with the new marking.

Beef as it is sold by your butcher, also has ceiling prices over it, and each ceiling price must apply to a specific quality as well as to a specific cut of beef. OPA has not required your butcher, however, to have each retail cut marked to show its quality. If you ask him, though, he may show you the wholesale cut from which he takes your meat, and on the wholesale cut you may find an AA, A, B, or C.

CARELESS BUYERS OF BEEFSTEAKS NEVER LOOK at the markings on the meat they buy. Careful buyers look for 2 things: one, the sanitary stamp of the Government. This is a round purple stamp which says "U. S. Insp't'd . . ." That tells you nothing about the grade of the meat. It does tell you that the meat was healthy and wholesome when it left the packing plant.

Careful buyers look, next, for the U. S. grade mark which tells them the quality of the meat. When consumers see this marking, they don't have to look for other grade stamps. If they don't see such a marking, they should look for the AA, A, B, or C, stamped on the wholesale cut.

Just remember this: You run a good chance of buying a mistake, and paying handsomely for it, every time you select beef without first making sure of the quality you get for your money.

If that's the way you throw your money around, you'd better give Johnny a good cheese sandwich next time.

PUBLIC LIBRARY

SEP 14 1942

DETROIT

In this issue

September 1942 Volume VIII, Number 18

Food moves to the front 2

Honors for home-fronters 5

Rent control comes to Milltown 8

Is your medicine chest ready for
emergencies? 12

^S
How many times have you been stung? . 14

Consumers' Guide

SEPTEMBER 1942

VOLUME VIII, NUMBER 18

A publication of the Department of Agriculture, Washington, D. C. Issued monthly. Prepared by Consumers' Service Section, Consumers' Counsel Division.

Consumers' Counsel, Donald E. Montgomery; Consumers' Service Section, Chief, Mary Taylor; Editorial Assistant, Anne Carter; Contributing Writer: Gladys Solomon; Photographic and Art Work, Theodor Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 150,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 80 cents a year, foreign. Postage stamps will not be accepted in payment.

GPO 4758615°

Make a date

with your radio each Friday
at 12:30 P. M., E. W. T.

Secretary of Agriculture Claude R. Wickard talks
farmers and homemakers about wartime problems
on the FARM AND HOME HOUR, over stations
associated with the Blue Network.

d talks to
problem
station

V
8
18

S
B

4
2
X